

Heath Weaver

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With over two decades of experience in the industry, I've honed a versatile skill set that blends technical expertise with strategic leadership. My career is marked by a consistent track record of driving innovation and delivering results, making me a strong candidate for roles that demand depth of knowledge and a forward-thinking approach.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Led the development of a fully automated AI-powered platform, processing 11,500 emails with 95% accuracy, aligning with expertise in marketing operations and performance analytics.
- Optimized backend systems, reducing page load times from 18 seconds to under 1 second, demonstrating ability to drive measurable results and optimize campaigns.
- Built a scalable backend with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, showcasing leadership in building a world-class team.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Led growth marketing strategies for eCommerce clients, boosting client revenue by 34% through overhauled customer segmentation and email strategies.
- Built a world-class team by reorganizing to better meet client needs, improving client satisfaction by 10% and increasing productivity by 94%.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, gaining 6 clients in under 3 months, showcasing expertise in marketing operations and performance analytics.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed Marketing assembly lines for 15 SaaS products, enhancing sales enablement materials and ABM strategies, contributing to streamlined product launches.
- Managed Salesforce migration and training, ensuring data integrity and team readiness for ABM, directly supporting enterprise sales strategies.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Led growth marketing strategies for startups and small businesses, optimizing digital campaigns across multiple channels to enhance client digital presence.
- Built a world-class team focused on performance analytics and A/B testing, driving measurable results in client campaigns including the notable Bombay Sapphire Spice Hunter campaign.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Led growth marketing strategies for corporate clients, implementing A/B testing and conversion rate optimization, resulting in a 75% revenue increase and 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

- Led growth marketing by aligning European search activities with local strategies, resulting in a 103% increase in search traffic year-on-year.
- Optimized campaigns across multiple channels through a developed testing framework, significantly increasing direct sales by 300% over three years.
- Built a world-class team by coordinating Pan-European search campaigns across 16 local teams, achieving top 5 listings for high-volume keywords.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Led worldwide profitability analysis initiatives, enhancing granular insights by country/product/dealer, directly contributing to NIBT growth and operational profit turnaround from 0% to 5% in 3 years.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, while achieving weekly financial closes, saving 160+ hours annually.
- Developed 'locomotive' strategy and ROI frameworks, increasing revenue by 300% while reducing costs by 5%, noted in Sony's annual report for driving VAIO's profitability turnaround.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity and supporting strategic decision-making with streamlined data analysis and presentation.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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